

Q. No. 3

Synonyms

- (1) Burnish = Dull ×
- (2) Tacit = Assumed ✓
- (3) Banal = Fresh ×
- (4) Foment = Upgrade ×
- (5) Abase = Lower ✓
- (6) Quell = ×
- (7) Explicit = Affable ×
- (8) Sanction = Prohibit ×
- (9) Penitent = Conformist ×
- (10) Waay = ×

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### Comprehension

Ans: (1) Word of mouth is the experiential marketing approach discussed in the paragraph.

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(2) We can infer from Walter Cast's statement that a friend's advertisement technique is more effective than anything else.

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(3) The effect of internet on Word-of-mouth marketing is that internet can magnify advertisement.

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(4) According to Peter Kim when Microsoft sent laptops loaded with its new Windows Vista software to influential bloggers in an effort to get them to right about it, resultantly, online discussion focused on 'bad buzz'.

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(5) The difficulty for marketers is to create the right kind of buzz and learning to control it because people come to know quickly the flaws of products.

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# Precis

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London is the best  
example of equality.

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In the view of author that he  
only finds individuals in London  
who are known for their work.

In other parts of the Kingdom,  
individual only carries his intellectual  
ability. In Manchester or Liverpool every-  
one is known for his prospects of life.

A parliamentarian and a merchant know  
their level. A visitor does not judge  
according to his wealth instead of his  
behavior. The author likes the country  
for self love and London is the  
city of equality where man can  
express his views without any fear.

88 words of Preci

Total words = 440